



ALOYSIUS
BUTLER
& CLARK

DELAWARE 529
CAMPAIGN DEVELOPMENT

JUNE 3, 2019

AGENDA

Creative Concepts

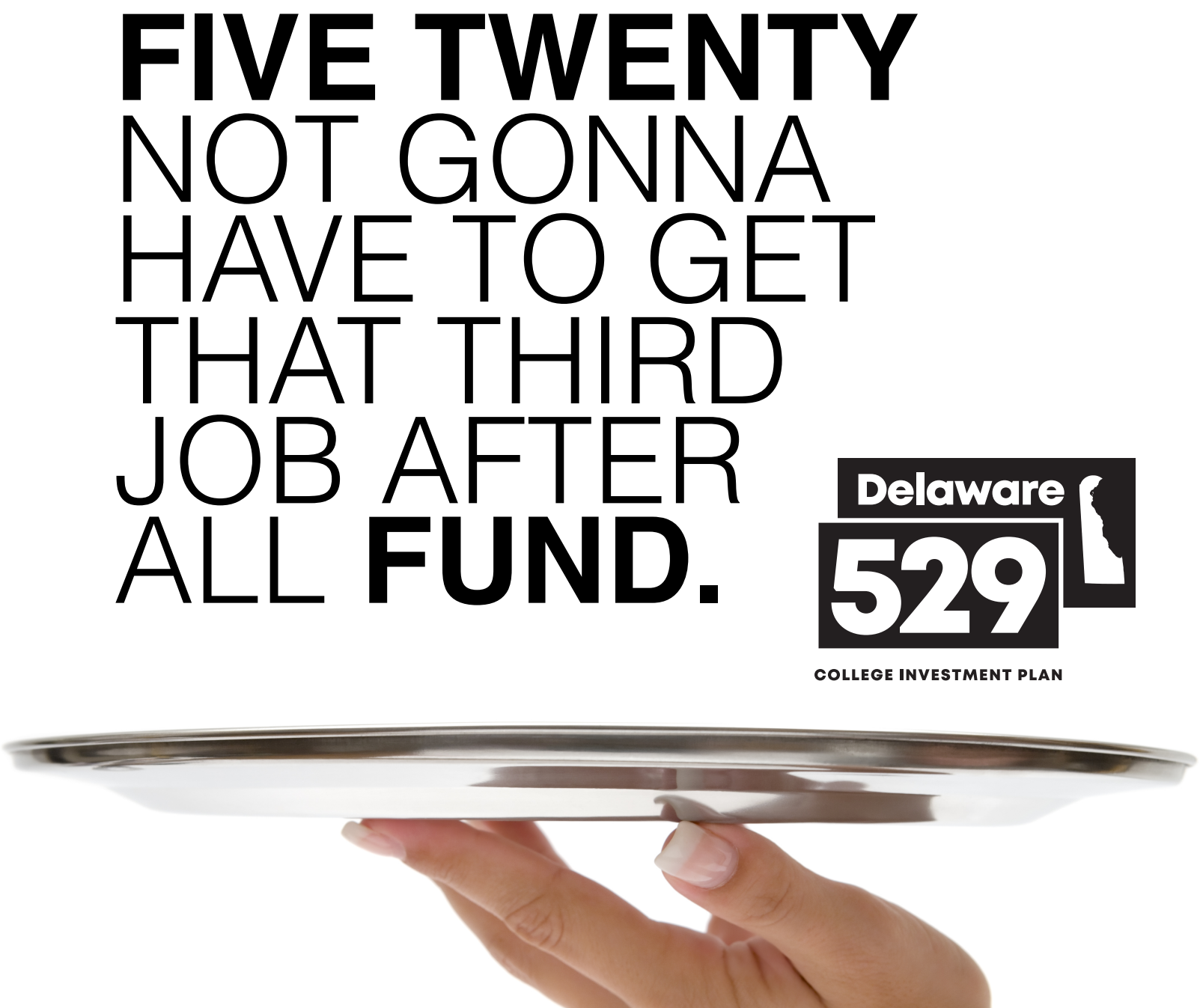
Partnerships

Public Relations

Budget

CREATIVE BRIEF OBJECTIVE

We want new parents in Delaware to understand the importance of starting to save for college early. Provide them with a simple, flexible and trustworthy way to get started using the Delaware 529 plan.



PARTNERSHIPS





Little Swarm Kids Zone Sponsorship

PR & SOCIAL MEDIA

Key Focus Areas

Campaign Activation
Partnerships
Influencer Marketing

Baby Activation

If the Baby Meme concept is chosen we would leverage the photo shoot to create a PR activation

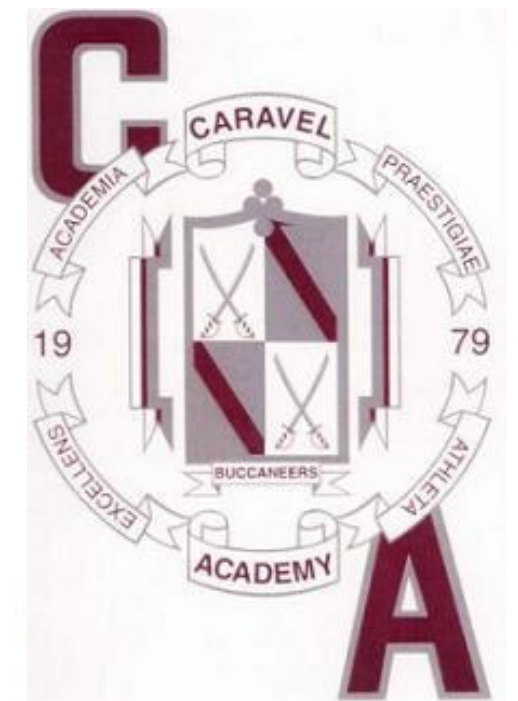
Video assets from the shoot would be used for social media.



Private School Outreach

Leverage communications and influence events already in place at target private schools throughout the state.

- “Get the facts” toolkit for parents
- Short presentation at parent meetings/town halls
- Messaging in parent newsletters and email blasts
- Provide the school with pre-written messages for their social media



Wilmington

Friends  School



TOWER HILL SCHOOL

Employer Outreach

- Event series to mid and large size employers to present the benefits of a 529 plan.
- “Get the facts” toolkit for employees
- Short presentation
- Provide the employer with pre-written messages for their internal communications (Intranet, e-blast)



INFLUENCER MARKETING

We will seek out a number of influential groups/individuals who are continually in touch with our target audience and work with them to help distribute our messages.

These can include, but may not be limited to the following.

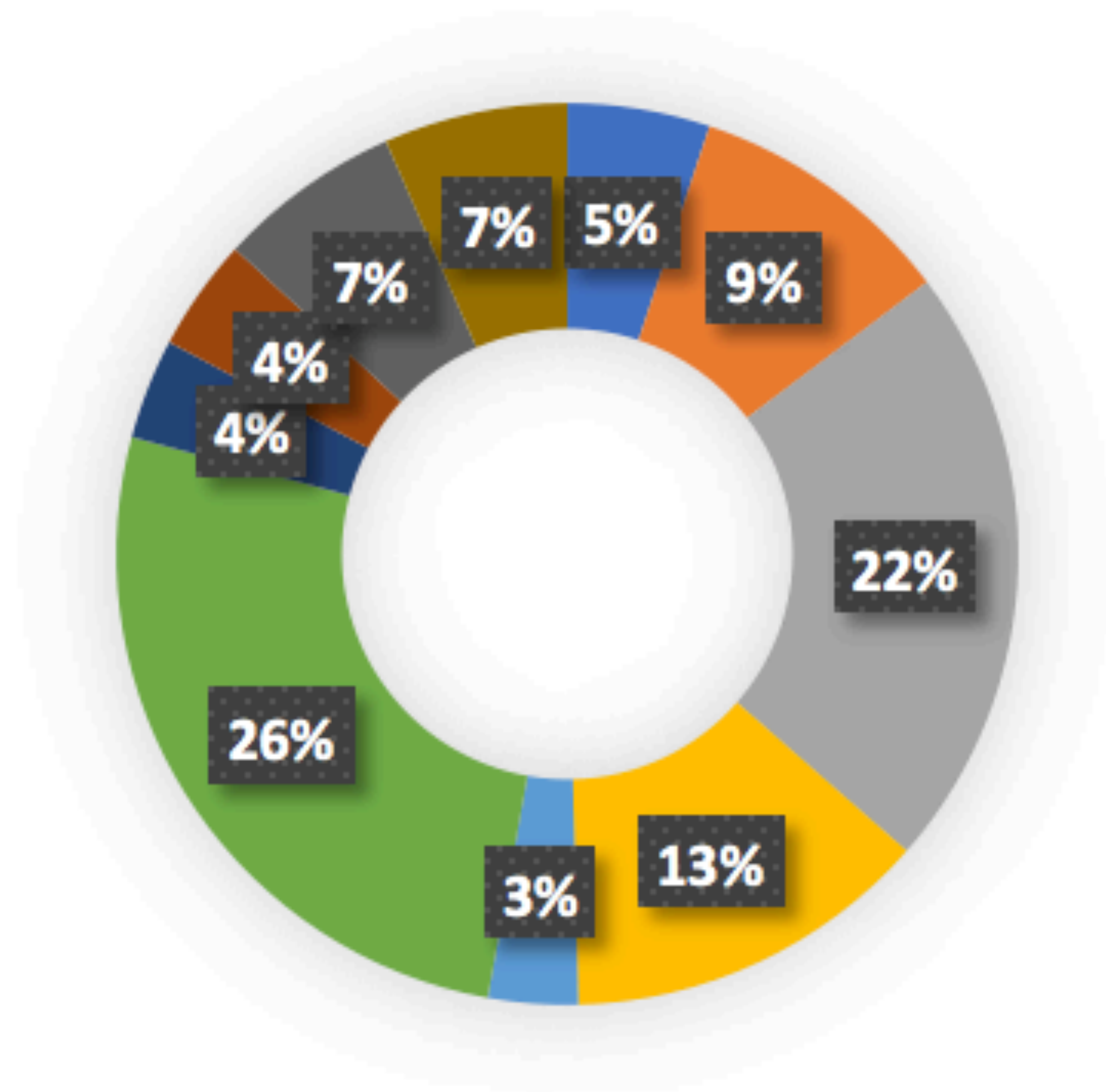
- **Mom influencers:** will help promote the advantages of saving for college early
- **Delaware parent groups:** specifically those that have children within the target age range
- **Delaware socialites** who have children within this age range: we would target them not only to share our messages but to serve as campaign ambassadors



BUDGET

\$151,785

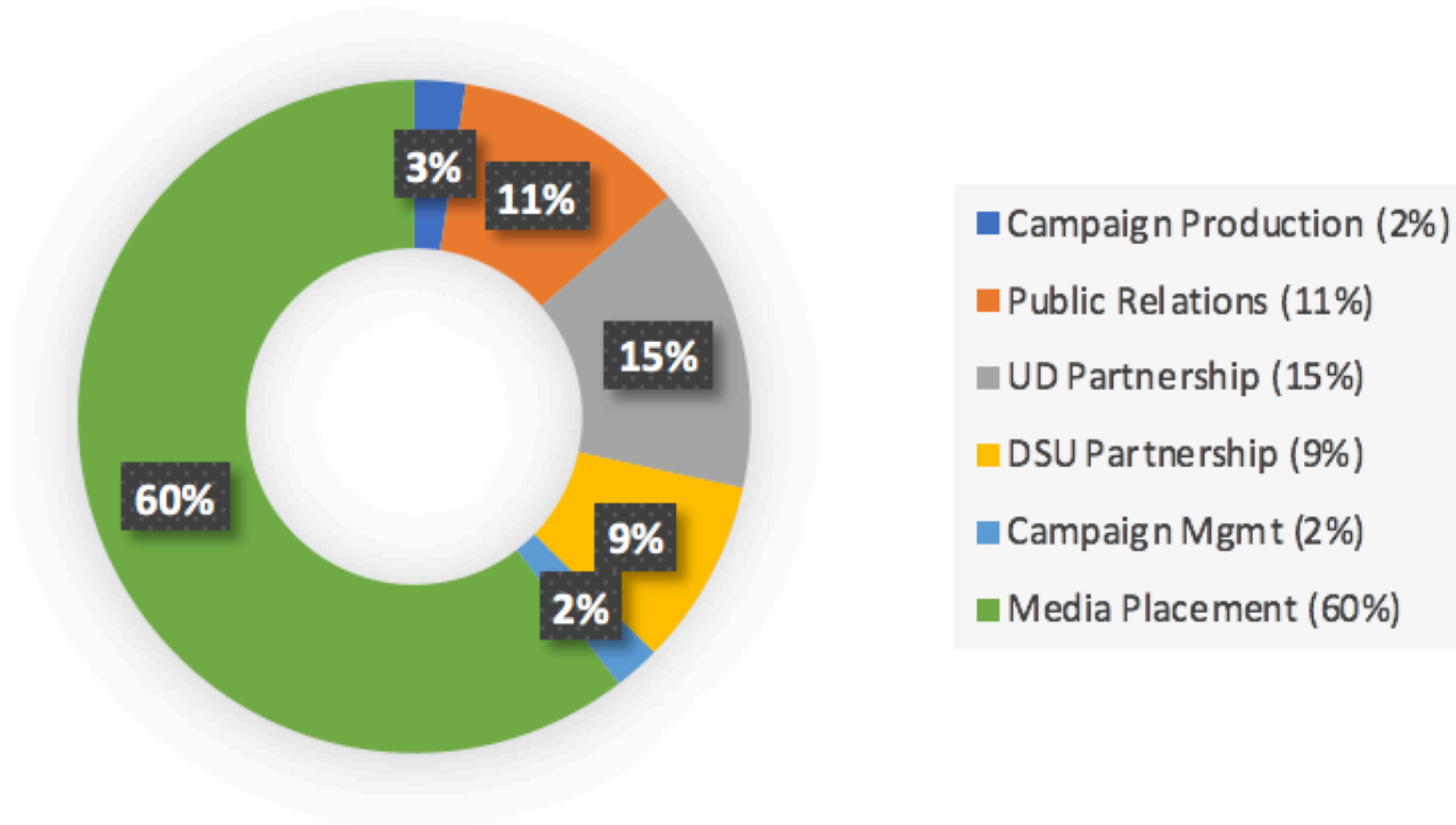
2019 Recommended Budget



- Digital (5%)
- Public Relations (10%)
- UD Partnership (22%)
- DSU Partnership (13%)
- Campaign Mgmt (3%)
- Media Placement (26%)
- Radio (4%)
- Paid Social Media (4%)
- Website Updates (7%)
- Collateral Material (7%)

\$223,500

2020 Recommended Budget



THANK YOU